

TOURIST DEVELOPMENT COUNCIL MEETING  
SUMMARY MINUTES  
SEPTEMBER 11, 2003 – SPRINGHILL SUITES, SANFORD

MEMBERS PRESENT:

Bill Beuret – Maison et Jardin Restaurant  
Pat Freeman – Altamonte Springs City Commission  
Frank Fry – Holiday Inn Altamonte  
M.M. “Red” McCullough – McCullough & Assoc.  
Jay Sheppard – Best Western Marina Hotel  
Helen Stairs – Helen Stairs Theatre  
Steve Wolfram – Council of Local Governments  
Dick Van Der Weide - Board of County Commissioners

MEMBERS ABSENT:

Linda Marshall – SpringHill Suites Altamonte

STAFF PRESENT:

Doug Barclay – Central Florida Sports Commission  
Karen Brown - Seminole County CVB  
Suzan Bunn – Seminole County CVB  
Ann E. Colby – County Attorney’s Office  
Fran Sullivan – Seminole County CVB

GUESTS:

Win Adams – Seminole Cultural Arts Council, Inc.  
Stephanie Andry – Residence Inn by Marriott  
Laura Conway – Candlewood Suites  
Lou Edwards – Hilton Orlando/Altamonte Springs  
Andrea Farmer – Central Florida Zoo  
R.T. Hillery – City of Sanford  
Stephanie Kobrin – Seminole Co. Library/Leisure Services  
Belinda Ortiz – CFHLA  
Diane Nelson – Orlando Marriott Lake Mary  
Linda Reynolds – Sem. Co. Lake Mary Reg. Chamber of Commerce  
Rebecca Rhodes – Homewood Suites Orlando North  
Jamie Ross – Hilton Garden Inn Lake Mary  
Jim Sega – Hilton Orlando/Altamonte Springs  
Jason Weeks – Altamonte Sports

**CALL TO ORDER**

With a quorum present the meeting was called to order at 12:30 p.m. by Frank Fry, TDC Chair. Introductions followed. A moment of silence was observed in memory of the victims of terrorism on September 11, 2001.

**APPROVAL OF AUGUST 14, 2003 MINUTES**

A motion to approve the minutes of the August 14, 2003 meeting was made by Steve Wolfram. The motion was seconded by Bill Beuret and carried. After last month’s meeting several members suggested a new format for future meetings. Members will receive staff reports in advance of the meeting. In lieu of verbal reports at future meetings, staff will be available for questions or discussion.

### **2003-2004 MARKETING PLAN ROLL-OUT**

**Introduction** - In his opening remarks, Frank Fry expressed excitement about the new direction of next year's marketing plan. Suzan Bunn informed members and guests there would be time for questions, comments and discussion following the presentation. The TDC Marketing Plan Subcommittee consisted of Linda Marshall, Bill Beuret, Jay Sheppard and Frank Fry. They reviewed our mission statement, and several key words were added. In developing objectives for 2003-2004 the subcommittee was tasked with ensuring that percentages were achievable. Several new initiatives with measurable strategies will target three core markets (business, sports and leisure.)

**Advertising/PR** - Laura Richeson discussed the mix of the various marketing initiatives. We will continue to build on Seminole County's existing brand, revitalizing our print and online collaterals and developing two new collateral pieces targeting meeting planners and sports markets. Proactive outreach to journalists stretched this year's modest advertising budget of \$275,000 and maximized every dollar spent with "free" editorial coverage. Approximately 45 high-end journalists from the Society of American Travel Writers will spend the day in Seminole County on November 8.

**Sales** - Karen Brown noted sales missions, trade shows, telemarketing and fam trips will concentrate more on sports event organizers of team sports and leisure golf, corporate business travelers, planners of small meetings (a new market for us) and industry professionals. Leisure travel will focus on the drive market, and we plan to take more of a volume approach by going after nature associations. We will continue to participate in cost-effective promotions with Visit Florida, the Orlando CVB and regional partners. A section of the website will be dedicated to meeting and sports planners. As we build SMERF (Social, Military, Educational, Reunion, Fraternal) business we will create a Services Division of the CVB.

**Additional Initiatives** - Suzan Bunn outlined several additional sports marketing efforts and proposed meeting and event services. Our budget for event sponsorships and co-op promotions will include new cross promotions with feeder cities in key OSI fly markets. Details about a signature Seminole County sporting event to debut in the spring are forthcoming. The Bureau will continue to involve the industry through quarterly Hospitality Nights, Lunch N' Learn Programs, Seminole Shorts E-Newsletter and the Annual Tourism Awards Luncheon. We are members of several local and regional professional organizations, and many more partnerships will be developed to help us garner additional business. She concluded the success of the plan depends on input from the industry, relationship marketing, interaction of elements, long-term planning and maintaining our focus and momentum. Suzan asked several questions based on the presentation and prizes were awarded. A brief question period followed. It was generally agreed the presentation of the Marketing Plan was excellent. In his closing remarks, Frank Fry expressed excitement about the focus on the corporate market and praised the Marketing Plan, which clearly reflects and supports the new Mission Statement's commitment to put "heads in beds." (The entire 03-04 Marketing Plan is on [www.visitseminole.com](http://www.visitseminole.com).)

**OLD BUSINESS** – Suzan Bunn recalled the Zoo discussion at last month's meeting. As directed by the BCC, County staff reviewed the 1988 Tourist Development Tax Referendum as it relates to the Central Florida Zoo. Based on the review, the obligation to the Zoo and County staff's conclusions were specified in a memorandum from County Manager Kevin Grace to commissioners. Each TDC member received a copy of the memorandum and is hereby attached to these minutes.

**NEW BUSINESS** – None

**GENERAL DISCUSSION/ANNOUNCEMENTS** – Steve Wolfram noted Altamonte Springs in the only nearby city listed under Central Florida on the Visit Florida website. Laura Richeson responded you must be a Visit Florida partner to participate in their advertising schedule, and it is very difficult to get a high presence on their site. She added we have opted not to include flausa.com in next year's advertising buy because the enormous amount of information on the site makes it difficult to find and highlight Seminole County. We are considering other website options for those advertising dollars.

**NEXT MEETING DATE AND LOCATION** –October 9, 2003 –Hilton Garden Inn, Lake Mary.

**ADJOURNMENT** - There being no further business, the meeting was adjourned by the Chair at 1:30 p.m.